



WHDH-TV  
7 Bulfinch Place  
Boston, MA 02114-2977

Media Strategies & Research  
11350 Random Hills Rd Ste 670  
Fairfax, VA 22030

# Contract # 47702

Schedule Dates 10/15/12-10/21/12  
Advertiser WARREN FOR SENATE 2012 (3373)  
Agency Media Strategies & Research (1800)  
Product POLITICAL CANDIDATE (1051)  
Brand Est 11665 10/15/12 - 10/21/12 (27406)  
Salesperson Shiebler, Charles (1011)  
Sales Office WHDH  
Buyer Name /  
Phone/Fax 11665  
CPE 11665  
Account Types Local/Political Candidate Agency  
Billing Type Standard  
Comments

Date Entered 08/29/12  
Last Modified 08/29/12  
Entered By Krista Gordon  
CO-OP No  
Headline #  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$44,040.00  
Net Total \$249,560.00  
Sales Tax

WHDH Boston (WHDH)		
By Broadcast Month	Spots	Rate
Oct. 2012	205	\$293,600.00
<b>Grand Total:</b>	<b>205</b>	<b>\$293,600.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	5A- 7 News Today in New England	1	1	1	1	1	1			5	\$400.00	\$2,000.00	WHDH Boston (WHDH)		8/29/12
2.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	5:30A- 7 News Today in New England	1	1	1	1	1	1			5	\$400.00	\$2,000.00	WHDH Boston (WHDH)		8/29/12
3.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	6A- 7 News Today in New England	1	1	1	1	1	1			5	\$1,400.00	\$7,000.00	WHDH Boston (WHDH)		8/29/12
4.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	6:30A- 7 News Today in New England	1	1	1	1	1	1			5	\$1,400.00	\$7,000.00	WHDH Boston (WHDH)		8/29/12
5.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	7A- Today Show	2	2	2	2	2	2			10	\$2,000.00	\$20,000.00	WHDH Boston (WHDH)		8/29/12
6.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	8A- Today Show	2	2	2	2	2	2			10	\$2,000.00	\$20,000.00	WHDH Boston (WHDH)		8/29/12
7.0	Normal Line / SPOT	10/20/12-10/20/12	4	:30	6:57A- Today Show Weekend	2						X		2	\$600.00	\$1,200.00	WHDH Boston (WHDH)		8/29/12
8.0	Normal Line / SPOT	10/20/12-10/20/12	4	:30	9A- 7 News Today in New England-Sat	2						X		2	\$600.00	\$1,200.00	WHDH Boston (WHDH)		8/29/12
9.0	Normal Line / SPOT	10/21/12-10/21/12	4	:30	7:30A- 7 NEWS TODAY IN NEW ENGLAND 730A SUN	1						X		1	\$200.00	\$200.00	WHDH Boston (WHDH)		8/29/12
10.0	Normal Line / SPOT	10/21/12-10/21/12	4	:30	7:57A- TODAY SHOW-SUNDAY	2						X		2	\$1,000.00	\$2,000.00	WHDH Boston (WHDH)		8/29/12

## CONFIRMATION CONTRACT

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Date:

Accepted-Station:

Date:

Comments:

Sunbeam Television Corporation, WHDH-TV, WLVJ-TV, ThisTV does not discriminate on the basis of race, ethnicity, gender or national origin in any of its advertising practices



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**Agency** Media Strategies & Research (1800)  
**Product** POLITICAL CANDIDATE (1051)  
**Brand** Est 11665 10/15/12 - 10/21/12 (27406)  
**Salesperson** Shiebler, Charles (1011)  
**Sales Office** WHDH  
**Buyer Name** /  
**Phone/Fax** 11665  
**CPE** 11665  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Standard  
**Comments**

**Date Entered** 08/29/12  
**Last Modified** 08/29/12  
**Entered By** Krista Gordon  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$44,040.00  
**Net Total** \$249,560.00  
**Sales Tax**

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By Broadcast Month		
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<b>Grand Total:</b>	<b>205</b>	<b>\$293,600.00</b>

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11.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	9A- 7 News Today in New England 9-10A	1	1	1	1	1	1			5	\$750.00	\$3,750.00	WHDH Boston (WHDH)		8/29/12
12.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	9-30A- 7 News Today in New England 9-10A	1	1	1	1	1	1			5	\$750.00	\$3,750.00	WHDH Boston (WHDH)		8/29/12
13.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	10A- Today Show	2	2	2	2	2	2			10	\$600.00	\$6,000.00	WHDH Boston (WHDH)		8/29/12
14.0	Normal Line / SPOT	10/18/12-10/18/12	4	:30	11A- TODAY SHOW III (hour 4)	1			X					1	\$600.00	\$600.00	WHDH Boston (WHDH)		8/29/12
15.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	12P- 7 News at Noon	1	1	1	1	1	1			5	\$750.00	\$3,750.00	WHDH Boston (WHDH)		8/29/12
16.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	12:30P- 7 News at Noon	1	1	1	1	1	1			5	\$750.00	\$3,750.00	WHDH Boston (WHDH)		8/29/12
17.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	12:57P- Days of our Lives	1	1	1	1	1	1			5	\$450.00	\$2,250.00	WHDH Boston (WHDH)		8/29/12
18.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	2P- DOCTORS	1	1	1	1	1	1			5	\$250.00	\$1,250.00	WHDH Boston (WHDH)		8/29/12
19.0	Normal Line / SPOT	10/20/12-10/20/12	4	:30	10A- 7 News Today in New England-Sat	2					X			2	\$700.00	\$1,400.00	WHDH Boston (WHDH)		8/29/12
20.0	Normal Line / SPOT	10/21/12-10/21/12	4	:30	9A- 7 News Today in New England-Sun	2					X			2	\$700.00	\$1,400.00	WHDH Boston (WHDH)		8/29/12
21.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	3P- 3:56P (ET)	2	2	2	2	2	2			10	\$250.00	\$2,500.00	WHDH Boston (WHDH)		8/29/12

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**Sales Office** WHDH  
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**Sales Tax**

**WHDH Boston (WHDH)**  
**By Broadcast Month**  
Oct. 2012  
**Spots** 205  
**Rate** \$293,600.00  
**Grand Total:** 205 \$293,600.00

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22.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	4P- 7 News at 4	2	2	2	2	2	2			10	\$1,000.00	\$10,000.00	WHDH Boston (WHDH)		8/29/12
23.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	4:30P- 7 News at 4	2	2	2	2	2	2			10	\$1,200.00	\$12,000.00	WHDH Boston (WHDH)		8/29/12
24.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	4:59P- 7 News at 5	2	2	2	2	2	2			10	\$1,500.00	\$15,000.00	WHDH Boston (WHDH)		8/29/12
25.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	5:29P- 7 News at 5	2	2	2	2	2	2			10	\$1,800.00	\$18,000.00	WHDH Boston (WHDH)		8/29/12
26.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	5:58P- 7 News at 6	2	2	2	2	2	2			10	\$2,200.00	\$22,000.00	WHDH Boston (WHDH)		8/29/12
27.0	Normal Line / SPOT	10/20/12-10/20/12	4	:30	6P- 6:30P (ET)	2						X		2	\$1,250.00	\$2,500.00	WHDH Boston (WHDH)		8/29/12
28.0	Normal Line / SPOT	10/21/12-10/21/12	4	:30	6P- 6:30P (ET)	2							X	2	\$1,250.00	\$2,500.00	WHDH Boston (WHDH)		8/29/12
29.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	6:58P- 7:28P (ET)	1	1	1	1	1	1			5	\$950.00	\$4,750.00	WHDH Boston (WHDH)		8/29/12
30.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	7:28P- 7:58P (ET)	1	1	1	1	1	1			5	\$1,200.00	\$6,000.00	WHDH Boston (WHDH)		8/29/12
31.0	Normal Line / SPOT	10/20/12-10/20/12	4	:30	7P- Access Hollywood Sat	1						X		1	\$750.00	\$750.00	WHDH Boston (WHDH)		8/29/12
32.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	7:57P- THE VOICE	1	X							1	\$15,000.00	\$15,000.00	WHDH Boston (WHDH)		8/29/12
33.0	Normal Line / SPOT	10/16/12-10/16/12	4	:30	7:57P- THE VOICE	1		X						1	\$15,000.00	\$15,000.00	WHDH Boston (WHDH)		8/29/12
34.0	Normal Line / SPOT	10/16/12-10/16/12	4	:30	9P- 10P (ET)	1		X						1	\$4,500.00	\$4,500.00	WHDH Boston (WHDH)	Go On/Normal	8/29/12
35.0	Normal Line / SPOT	10/17/12-10/17/12	4	:30	7:58P- 9P (ET)	1		X						1	\$4,000.00	\$4,000.00	WHDH Boston (WHDH)	Animal/Guys	8/29/12

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Agency Media Strategies & Research (1800)  
Product POLITICAL CANDIDATE (1051)  
Brand Est 11665 10/15/12 - 10/21/12 (Z7406)  
Salesperson Shiebler, Charles (1011)  
Sales Office WHDH  
Buyer Name  
Phone/Fax  
CPE 11665  
Account Types Local/Political Candidate Agency  
Billing Type Standard  
Comments

Date Entered 08/29/12  
Last Modified 08/29/12  
Entered By Krista Gordon  
CO-OP No  
Headline #  
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Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$44,040.00  
Net Total \$249,560.00  
Sales Tax

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By Broadcast Month	Spots	Rate
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36.0	Normal Line / SPOT	10/17/12-10/17/12	4	:30	9P- Law & Order SVU	1			X					1	\$8,000.00	\$8,000.00	WHDH Boston (WHDH)		8/29/12
37.0	Normal Line / SPOT	10/18/12-10/18/12	4	:30	9P- 10P (ET)	1				X				1	\$8,000.00	\$8,000.00	WHDH Boston (WHDH)	Office/Parks	8/29/12
38.0	Normal Line / SPOT	10/19/12-10/19/12	4	:30	7:58P- 9P (ET)	1					X			1	\$3,000.00	\$3,000.00	WHDH Boston (WHDH)	Whitney/Community	8/29/12
39.0	Normal Line / SPOT	10/19/12-10/19/12	4	:30	10P- DATELINE	1					X			1	\$4,500.00	\$4,500.00	WHDH Boston (WHDH)		8/29/12
40.0	Normal Line / SPOT	10/20/12-10/20/12	4	:30	10P- LAW & ORDER SVU (R)	1						X		1	\$2,000.00	\$2,000.00	WHDH Boston (WHDH)		8/29/12
41.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	10:59P- 7 News at 11 PM	2	2	2	2	2	2			10	\$2,300.00	\$23,000.00	WHDH Boston (WHDH)		8/29/12
42.0	Normal Line / SPOT	10/20/12-10/20/12	4	:30	10:59P- 7 News at 11 PM	2						X		2	\$1,750.00	\$3,500.00	WHDH Boston (WHDH)		8/29/12
43.0	Normal Line / SPOT	10/21/12-10/21/12	4	:30	11:30P- 7 News at 11 PM	2							X	2	\$1,800.00	\$3,600.00	WHDH Boston (WHDH)		8/29/12
44.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	12:37A- LATE NIGHT WITH JIMMY FALLON	1	1	1	1	1	1			5	\$600.00	\$3,000.00	WHDH Boston (WHDH)		8/29/12
45.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	11:34P- THE TONIGHT SHOW W/ JAY LENO	2	2	2	2	2	2			10	\$1,000.00	\$10,000.00	WHDH Boston (WHDH)		8/29/12

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